

Due Date: July 3, 2007

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Judith A. Bayer et al.

Examiner: Daniel Lastra

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Serial No.: 09/998,750

Group Art Unit: 3622

JUL 03 2007

Filed: November 30, 2001

Docket: 9998

Title: AUTOMATED PROMOTION RESPONSE MODELING IN A CUSTOMER  
RELATIONSHIP MANAGEMENT SYSTEM

## CERTIFICATE OF MAILING OR TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this correspondence is being transmitted via facsimile to the United States Patent and  
Trademark Office (PTO) on July 3, 2007.By: 

Name: George H. Gates

AMENDMENT UNDER 37 C.F.R. §1.114

## MAIL STOP RCE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated April 3, 2007, which was made final, and in conjunction with the Request for Continued Examination (RCE) submitted herewith, please amend the above-identified application as follows.